

# GMTA Customer Service Rider Survey Results

June 2014

During May 2014, GMTA surveyed approximately 16% of its weekday ridership on Capital District routes (126 completed surveys from 664 average weekday riders), including the Route 100 Commuter, in an effort to learn more about the riders' background, incomes, need for transit, and overall satisfaction with the current services being offered. GMTA chose to interview passengers rather than handing out questionnaires, thereby ensuring a high response rate and a more representative sample.

The sample was developed by selecting afternoon portions of driver runs that covered all GMTA year-round routes, with the number of trips on each route being roughly proportional to that route's ridership. The LINK Express was not included, since that route is surveyed as part of the CCTA Customer Service Survey.

The survey results were then weighted to represent the current ridership by route. Ridecheck data collected in May 2014 was used for routes 80 to 83 and 89, and average FY2014 passenger counts were used for the US 2 Commuter, Northfield Commuter, Montpelier Circulator and Route 100, which were not included in the ridecheck. Note that the ridecheck results for the City Commuter, Barre Hospital Hill, and Waterbury Commuter are somewhat higher than the FY14 averages. The number of completed surveys by route, route ridership, and the corresponding weight factors are shown below.

Route	Route name	Riders	Surveys	Weight Factor
80	City Midday	101	16	6.3
81	Barre Hospital Hill	120	19	6.3
82	Montpelier Hospital Hill	73	14	5.2
83	Waterbury Commuter	55	13	4.2
84	US 2 Commuter	41	8	5.1
89	City Commuter	209	25	8.4
92	Montpelier Circulator	86	14	6.1
93	Northfield Commuter	22	7	3.1
100	Route 100 Commuter	50	10	5.0
TOTALS		757	126	6.0

This summary of the survey results is divided into three sections:

- 1) Demographics
- 2) Customer Service and Satisfaction
- 3) Customer Frequency and General Use

Results from the 2013 Customer Service Survey are shown to the right of the new survey results. Note that the survey questionnaire was revised for 2014, and thus not all of the questions have comparable results to prior years.

## **Section 1: DEMOGRAPHICS**

	<b><u>2014 results</u></b>	<b><u>2013</u></b>
<i>1) Age of Riders</i>		
a) 18 and under	3%	2%
b) 19-25	9%	7%
c) 26-35	16%	25%
d) 36-45	18%	11%
e) 46-55	25%	30%
f) 56-65	18%	14%
g) 65 and over	11%	11%
<b>Total:</b>	<b>100%</b>	<b>100%</b>
Declined to Answer	5%	5%
<i>2) Employment Status (in percent of total riders)</i>		
a) Employed	54%	59%
b) Homemaker	3%	1%
c) Disabled	22%	22%
d) Retired	7%	8%
e) Student	4%	6%
f) Unemployed	7%	3%
g) Other	2%	1%
h) Employed+student	0%	1%
<i>3) Riders Receiving Government Assistance*</i>		
Currently receiving any type	48%	57%
<b>Assistance Type</b>		
a) Food Stamps	31%	34%
b) Social Security	30%	33%
c) Medicaid	36%	31%
d) TANF	1%	3%
e) VHAP	7%	13%
f) WIC	3%	5%
g) Medicare	17%	25%
h) Other	3%	2%

\* Persons under 19 were excluded from this portion of the survey.

	<b><u>2014</u></b>	<b><u>2013</u></b>
<i>4) Race of Riders</i>		
a) Caucasian	93%	95%
b) African American	4%	3%
c) Indian/Asian	1%	0%
d) Hispanic	2%	2%
<b>Total:</b>	<b>100%</b>	<b>100%</b>

5) *Approximate Household Incomes*

a) Under \$20,000	53%	43%
b) \$20,000-\$25,000	10%	23%
c) \$25,001-\$30,000	5%	1%
d) \$30,001-\$40,000	3%	11%
e) \$40,001-\$50,000	8%	6%
f) \$50,001-\$60,000	7%	4%
g) \$60,001-\$70,000	3%	4%
h) Over \$70,000	11%	7%
<b>Total:</b>	<b>100%**</b>	<b>100%**</b>

**Median Income (approximate)                      \$19,000                      \$22,000**

\*\*Percentages exclude the 9% and 16% of riders, respectively who declined to answer this question.

6) *Gender*

a) Female	54%	57%
b) Male	46%	43%
<b>Total:</b>	<b>100%</b>	<b>100%</b>

7) *Home Towns*

Barre City	270	Northfield	9
Montpelier	240	Middlesex	8
Waterbury	40	Essex	6
Barre Town	33	Plainfield	5
St. Johnsbury	32	Lyndon	5
Morrisville	24	Danville	5
Berlin	21	Cambridge	4
Williamstown	18	E Montpelier	4
Cabot	13	Moretown	4
Stowe	10	Roxbury	3

## **Section 2: CUSTOMER SERVICE AND SATISFACTION**

8) *Riders' Ratings of GMTA's Performance* (Note: Higher average rating is better.)

	<b>(4)</b>	<b>(3)</b>	<b>(2)</b>	<b>(1)</b>	<b>2014</b>	<b>2013</b>
	<b>Always</b>	<b>Usually</b>	<b>Seldom</b>	<b>Never</b>	<b>Avg</b>	<b>Avg</b>
The bus is on time	24%	64%	12%	0%	3.1	3.1
The bus driver is courteous	70%	29%	1%	0%	3.7	3.7
The bus runs frequently enough	49%	33%	14%	4%	3.3	3.1
The bus is clean	59%	39%	2%	1%	3.6	3.5
The bus is convenient	66%	32%	2%	0%	3.6	3.4
I feel safe on the bus	76%	22%	2%	0%	3.8	3.7

9) *Interest in Potential Improvements (1 to 5 scale – higher rating indicates stronger interest)*

	<b><u>2014</u></b>
a) More frequency	3.5
b) Earlier hours in AM	2.3
c) Later hours in PM	3.3
d) More service on Saturday	3.0
e) More service on Sunday	3.5
f) Better on time performance	2.7
g) More public information	2.2
h) Real-time info on bus arrivals	3.0

10) *Requested Service to Towns Not Currently Served*

- Johnson (6 requests)
- Williamstown (5)
- South Barre/East Barre (5)
- Cambridge to Morrisville
- Randolph
- Waitsfield/Mad River Valley
- Roxbury
- Hyde Park
- Brookfield
- Waterville
- Upper Valley (WRJ, Hanover, West Leb)
- Wells River/Littleton, NH
- Lowell
- Newport

In addition, there were requests for more service to Plainfield, St. Johnsbury, and weekend service on the Burlington LINK.

11) *TDM Measures (1 to 5 scale – higher is better)*

	<b><u>2014</u></b>	<b><u>2013</u></b>
a) Safer walking and biking connections	3.5	3.6
b) Employer-subsidized bus passes	4.0	4.1
c) Cash or gift regards for biking/walking/transit	3.8	3.7
d) Bike racks or bike lockers at more locations	3.6	3.3
e) Carshare vehicles in Washington County	3.2	3.5
f) Guaranteed free taxi ride home	4.2	4.3

### **Section 3: FREQUENCY AND GENERAL USE**

<i>12) Frequency of Bus Ridership:</i>	<b><u>2014</u></b>	<b><u>2013</u></b>
a) Almost Every Day	40%	44%
b) 2-3 Times per Week	41%	39%
c) Once per Week	7%	6%
d) 2-3 Times per Month	6%	7%
e) Once per Month	4%	1%
f) Once Every Few Months	0%	2%
g) Once Every 6 Months	0%	1%
h) Once per Year	0%	0%
i) First Time Riding	3%	0%
<i>13) Reasons for Using GMTA Buses</i>		
a) Cannot drive	21%	22%
b) Percent of riders with a valid license is	57%	60%
c) No car available	39%	37%
d) Percent with no car available for this trip is	70%	76%
e) To avoid traffic	7%	7%
f) Save money	34%	36%
g) Limited parking options/avoid fees	7%	7%
h) Environmentally friendly	18%	22%
i) Other	9%	14%
More convenient		
Social reasons		
Relaxation/entertainment		
*Total is over 100% due to riders choosing more than one reason.		
<i>14) Purpose of Trip</i>		
a) Work	52%	42%
b) School	2%	4%
c) Shopping	14%	13%
d) Visiting a Friend/Relative	6%	5%
e) Personal Business	9%	17%
f) Medical/Dentist	13%	13%
g) Other (primarily leisure/recreation)	5%	7%
<i>15) Length of Average Trip Taken on GMTA</i>		
a) Less Than 10 minutes	14%	7%
b) 10-20 minutes	22%	28%
c) 20-30 minutes	39%	39%
d) More Than 30 minutes	<u>25%</u>	<u>26%</u>
<b>Total:</b>	<b>100%</b>	<b>100%</b>

16) <i>If the bus was not available, would you still make this trip?</i>	<b><u>2014</u></b>	<b><u>2013</u></b>
a) Yes	65%	69%
b) No	35%	31%

*If Yes, how would you make this trip?*

a) Walk	31%	18%
b) Bike	9%	8%
c) Taxi	2%	10%
d) Use Car	29%	32%
e) Carpool with Friend/Family	26%	26%
f) Not Sure/Other	<u>11%</u>	<u>6%</u>

<b>Total:</b>	<b>108%*</b>	<b>100%</b>
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\*Total is over 100% due to riders choosing more than one reason.

17) <i>Riders who use GMTA Buses to Commute</i>	53%	50%
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18) <i>Use of Other GMTA Routes</i>	<b><u>2014</u></b>	<b><u>2013</u></b>
City Commuter	61%	56%
City Midday	38%	34%
Barre Hospital Hill	38%	39%
Montpelier Hospital Hill	26%	25%
Waterbury Commuter	16%	14%
Capital Shuttle	3%	5%
Montpelier LINK	17%	18%
Route 100 Commuter	7%	10%
Morrisville Loop	1%	2%
Morrisville Shopping Shuttle	1%	2%
Montpelier Circulator	21%	20%
US 2 Commuter	12%	8%
Northfield Commuter	6%	n/a
Plainfield Health Center Shuttle	2%	n/a

	<b><u>2014</u></b>	<b><u>2013</u></b>
19) <i>Should Additional Funding for Public Transportation Be a Priority?</i>		
Yes	89%	81%
No	5%	5%
No Opinion	6%	14%

20) <i>Willing to Pay More in State and Local Taxes for Better Public Transportation?</i>		
Yes	69%	67%
No	18%	20%
No Opinion	13%	13%